



Post-Holiday Update

Syndicated Research Report

January 2023

This report is confidential and CivicScience does not authorize the use of this content in part or in whole for outside use. It is not to be published without written consent from CivicScience.

© 2022 CivicScience, Inc. | All Rights Reserved

Summary



In-Person Celebrations

Despite the threat of increased cases of the flu, RSV, and COVID, nearly 7 out of ten Americans celebrated Christmas in person with people outside of their immediate family this year, and over half with six or more people. We also saw the same trend for New Year's Eve celebrations, although these gatherings were kept more intimate, with only 37% celebrating with six or more people.

Holiday Shopping / Spending

Compared to this time last year, consumers are less financially optimistic. Those that say they are better off since the pandemic remained the same from the prior year. Yet, those whose finances were unchanged appear to have shifted to being worse. Surprisingly, this didn't seem to have much of an effect on how much they spent on holiday gifts. In fact, despite a more negative financial sentiment driven by inflation and recession fears, holiday gift spending mirrored that of last year. Supply chain issues, shipping delays, and other holiday headaches disrupted one-third of US consumers' holiday gift exchanges. A few weeks after Christmas, 11% of holiday shoppers still wait to get items.

Post-Holiday Shopping>Returns

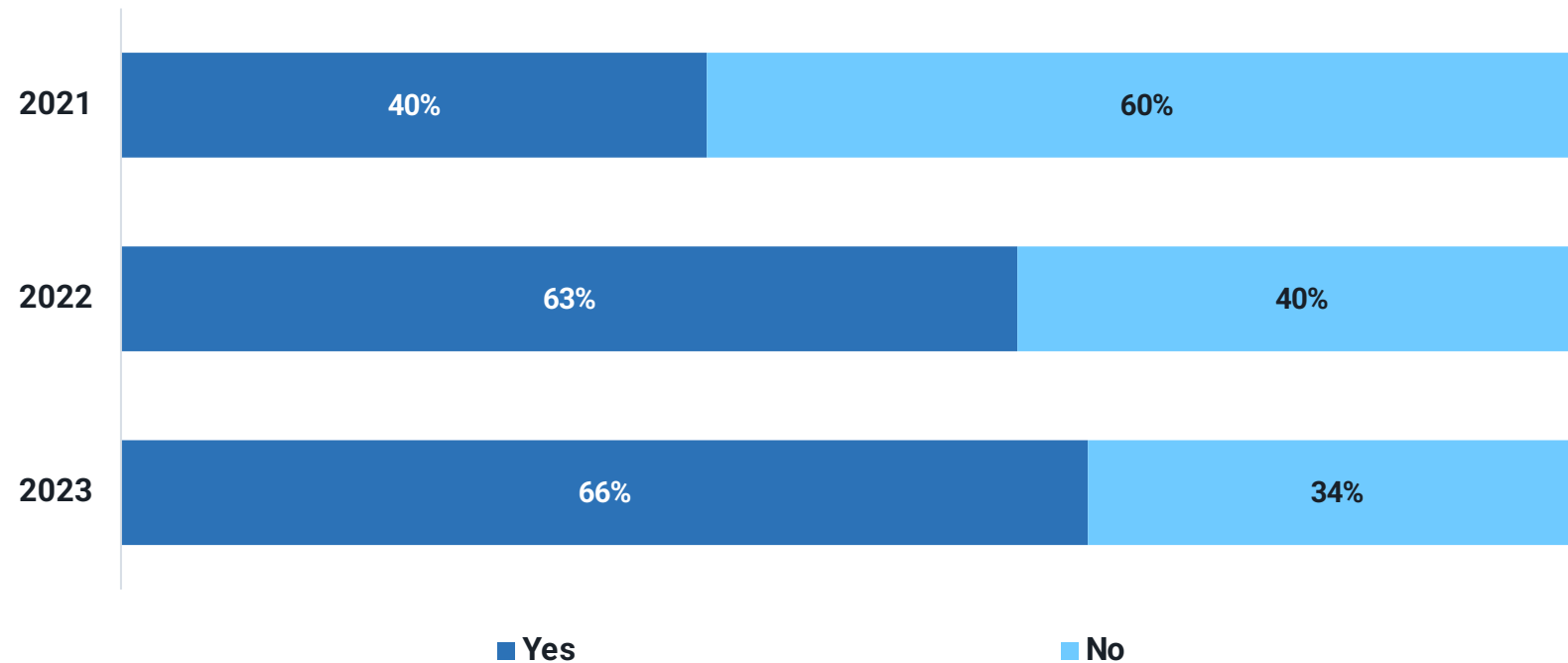
Despite only 27% of US consumers intending to shop post-holiday sales, 44% of consumers partook in the deals. Although, those that were unsure whether they would post-holiday shop appear to have opted out. Younger consumers drove post-holiday sales shopping. Among consumers who did "a lot" of shopping, 67% were aged 18-34. With gift cards being a popular gift option, about a third (35%) of those that shopped post-holiday sales say they used gift cards. Regarding gift returns, most US adults (78%) had no plans to return gifts this year. Among those who planned to make returns, clothing and accessories was the most commonly returned/exchanged item.



Detailed Findings

Despite concerns of a “triple epidemic*” this holiday season, in-person Christmas celebrations continued to rise.

Did you celebrate Christmas in-person with anyone other than the people you live with?



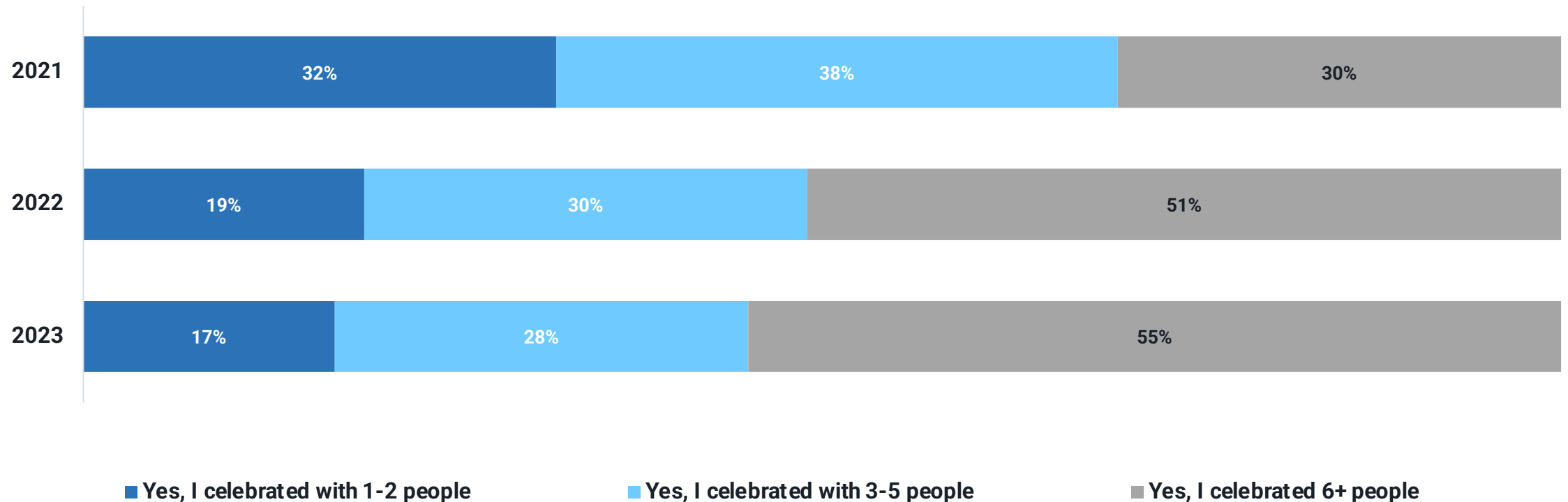
2,569 responses weighted by US Adults from 1/5/2021 to 1/12/2021 | ± 3%
3,257 responses weighted by US Adults from 1/5/2022 to 1/10/2022 | ± 2%
2,525 responses weighted by US Adults from 1/9/2023 to 1/11/2023 | ± 2%



Additionally, consumers reported larger in-person celebrations, with 55% reporting celebrations with six or more in 2023.



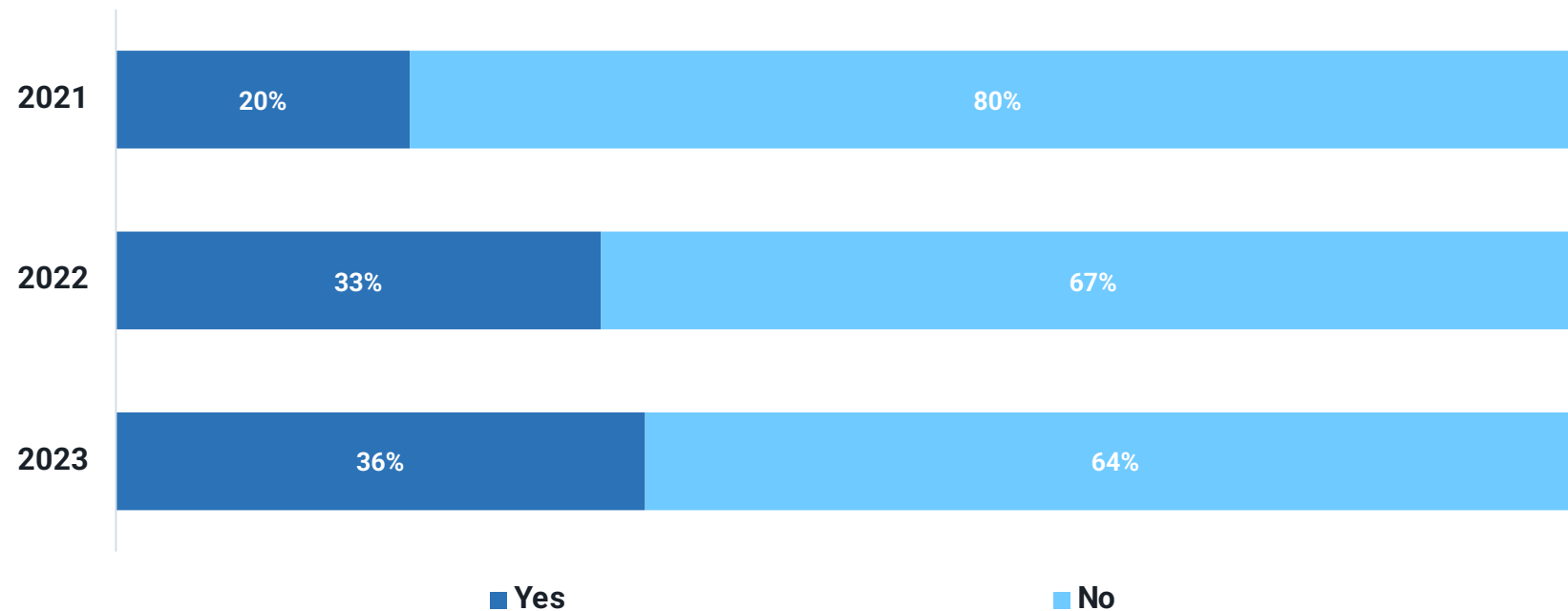
Did you celebrate Christmas in-person with friends and/or family? (Rebased)



1,677 responses (rebased among those who celebrated in-person with others) weighted by US Adults from 1/5/2021 to 1/13/2021 | ± 3%
2,831 responses (rebased among those who celebrated in-person with others) weighted by US Adults from 1/5/2022 to 1/10/2022 | ± 3%
2,170 responses (rebased among those who celebrated in-person with others) weighted by US Adults from 1/9/2023 to 1/11/2023 | ± 3%

Similar to Christmas, consumers reported a 3pp increase in celebrating with others this New Years.

Did you celebrate New Years Eve / Day in-person with anyone other than the people you live with?



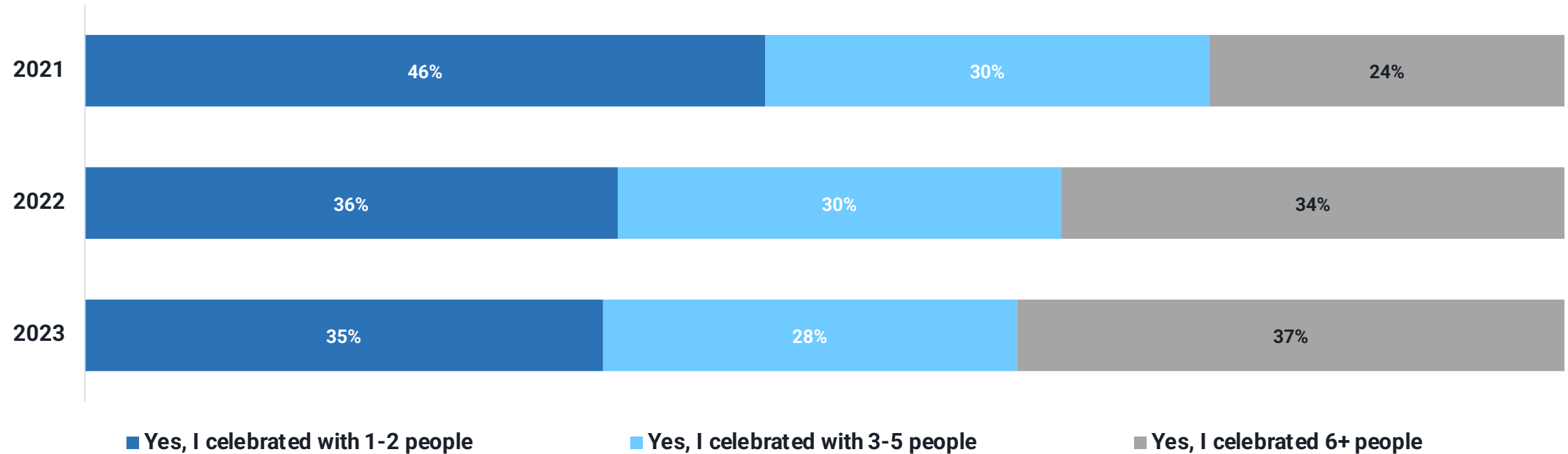
2,583 responses weighted by US Adults from 1/5/2021 to 1/12/2021 | ± 2%
3,210 responses weighted by US Adults from 1/5/2022 to 1/10/2022 | ± 2%
2,658 responses weighted by US Adults from 1/9/2023 to 1/11/2023 | ± 2%



New Years celebrations remain more intimate than Christmas but are also seeing a continual increase in size.



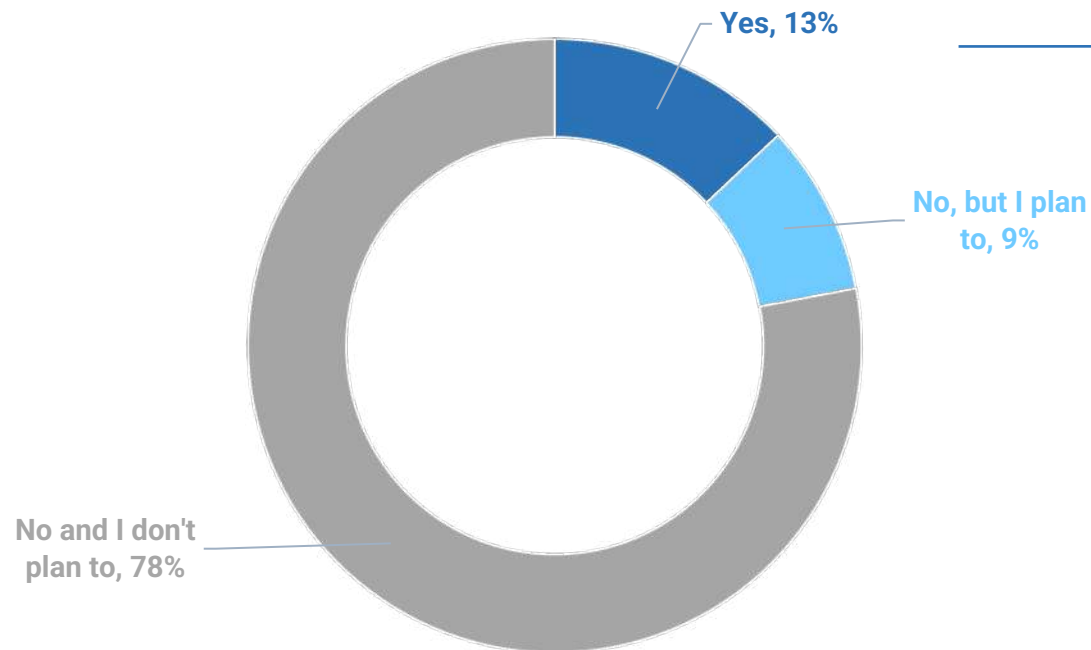
Did you celebrate New Year's Eve / Day in person with friends and/or family? (Rebased)



1,609 responses (rebased among those who celebrated in-person with others) weighted by US Adults from 1/5/2021 to 1/13/2021 | ± 5%
1,843 responses (rebased among those who celebrated in-person with others) weighted by US Adults from 1/5/2022 to 1/10/2022 | ± 3%
1,522 responses (rebased among those who celebrated in-person with others) weighted by US Adults from 1/9/2023 to 1/11/2023 | ± 3%

Most US adults (78%) were satisfied with their holiday gifts this year. For those dissatisfied, the most common gift return/exchange is clothing and accessories.

Have you returned or exchanged any gifts that you received during the 2022 holiday season?



Gifts Returned / Exchanged	
Clothing/accessories	18%
Toys/games	10%
Household items	10%
Food-related gifts	9%
Health & beauty items	9%
Experience-related gifts	7%



2,781 responses (rebased among holiday celebrators) weighted by US Adults from 1/6/2023 to 1/11/2023 | ± 3%

3,708 responses weighted by US Adults from 1/9/2023 to 1/11/2023 | ± 3%

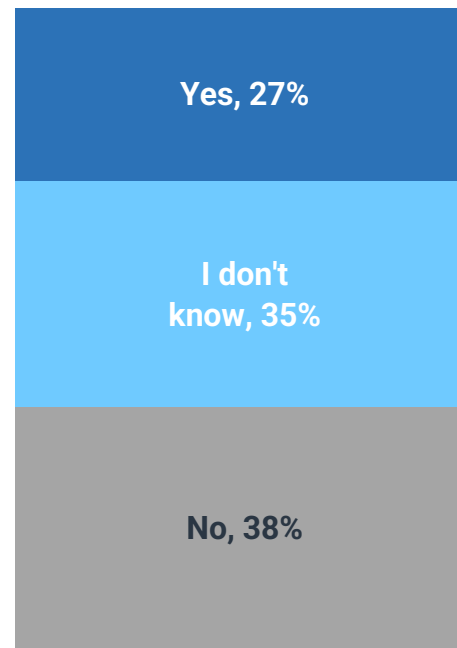


Despite only 27% of US consumers planning to shop post-holiday sales, 44% of consumers partook in the deals.



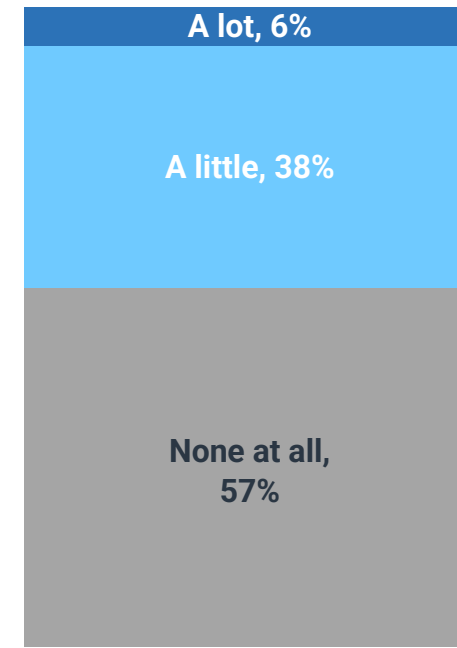
Post-holiday sales shopping

DECEMBER INTENT



2,840 responses (rebased to exclude non-holiday shoppers) weighted by US Adults from 12/16/2022 to 12/23/2022 | ± 2%

JANUARY BEHAVIOR

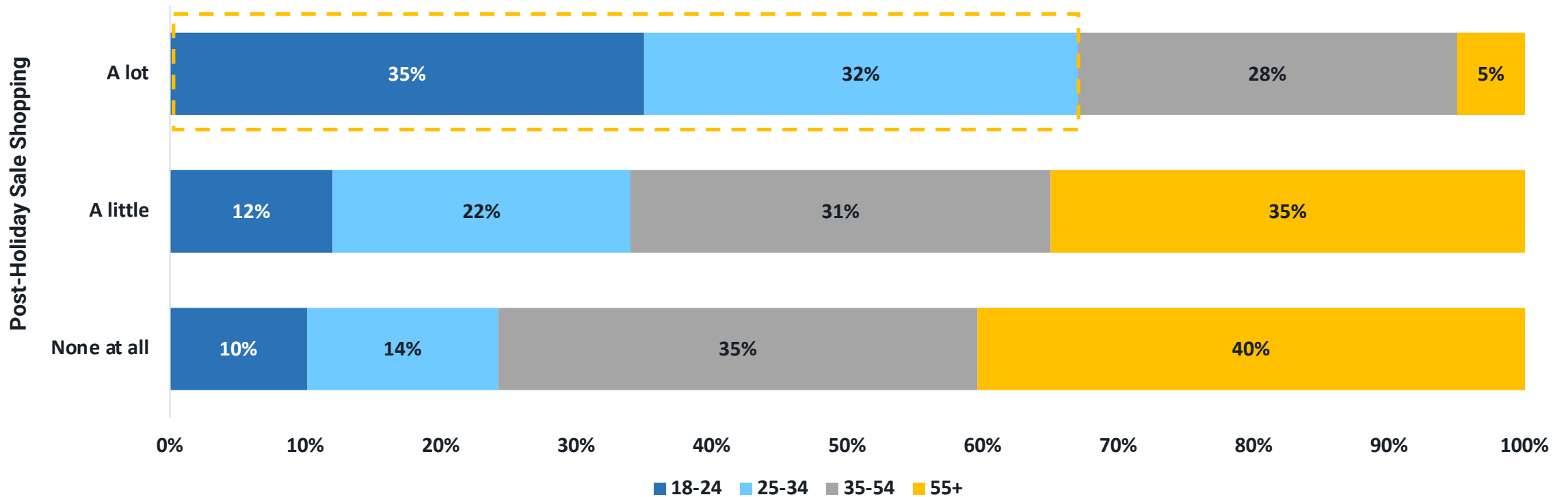


2,758 responses weighted by US Adults from 1/9/2023 to 1/11/2023 | ± 3%

44% of consumers report shopping post-holiday sales

Younger consumers drove post-holiday sales shopping. Among consumers who did “a lot” of shopping, 67% were aged 18-34.

How much shopping did you do/do you plan to do on post-holiday sales? compared with *What broad age group do you belong to?*

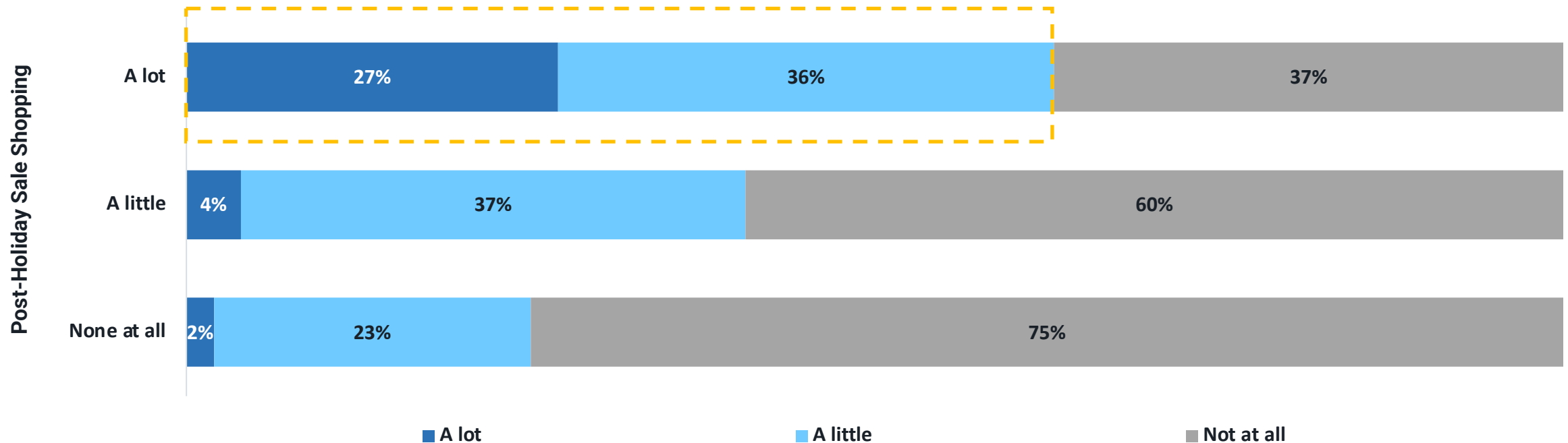


2,758 responses weighted by US Adults from 1/9/2023 to 1/11/2023

Social media is a significant influencer on products purchased among post-holiday sales shoppers.



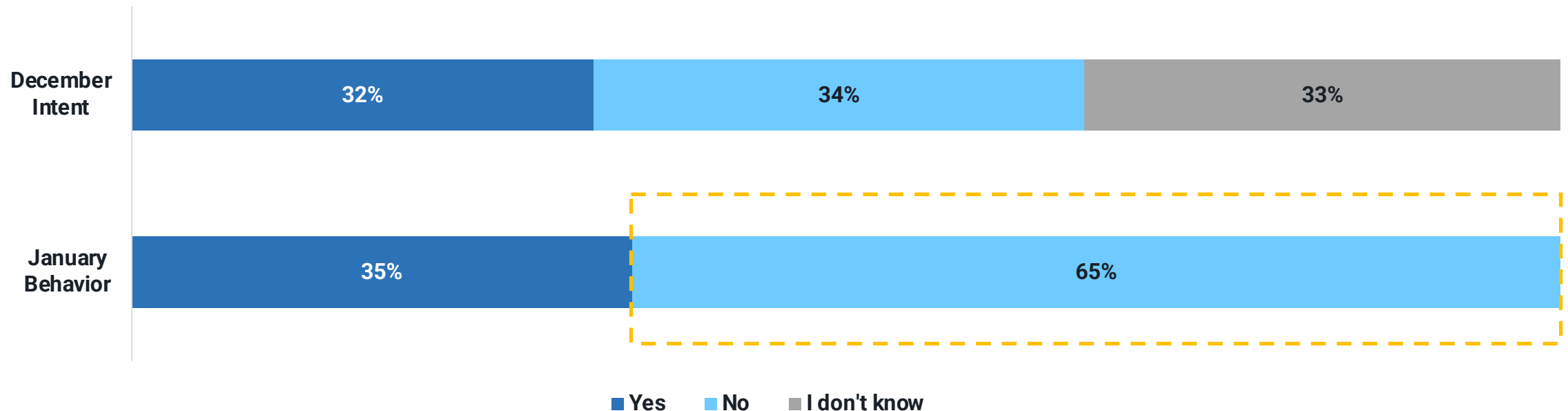
How much shopping did you do/do you plan to do on post-holiday sales? *compared with* How much do your friends and other contacts on social media influence the products you buy?



1,872 responses weighted by US Adults from 1/9/2023 to 1/11/2023

Post-holiday sales shopping with gift cards was fairly consistent between December intent and January behavior. Those unsure about using gift cards appear to have opted not to.

Gift card use for post-holiday sales shopping

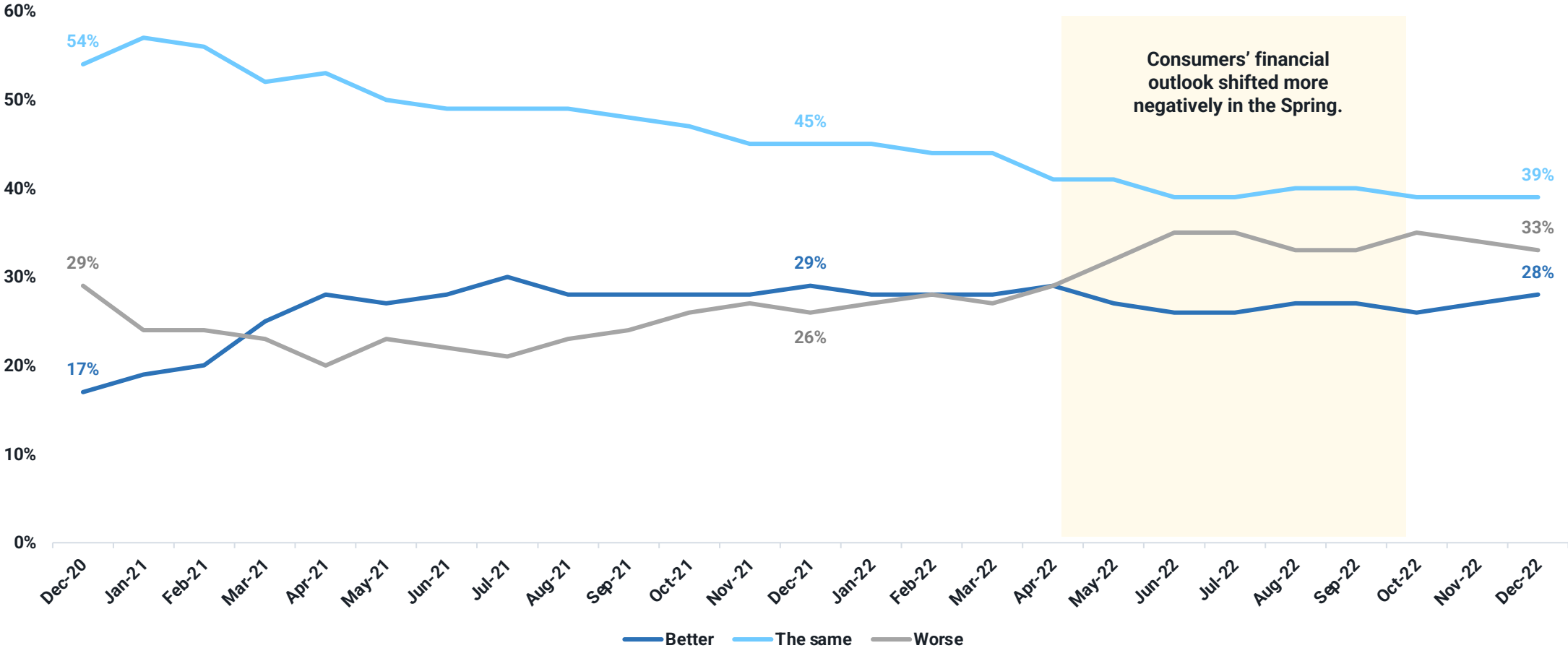


2,300 responses (rebased among after-holiday sale shoppers) weighted by US Adults from 1/9/2023 to 1/11/2023 | ± 3%

2,726 responses (rebased among after holiday sale shoppers) weighted by US Adults from 12/16/2022 to 12/23/2022 | ± 2%

While those that were better off since the pandemic remained stable from last year. Those that were “the same” shifted to be worse off.

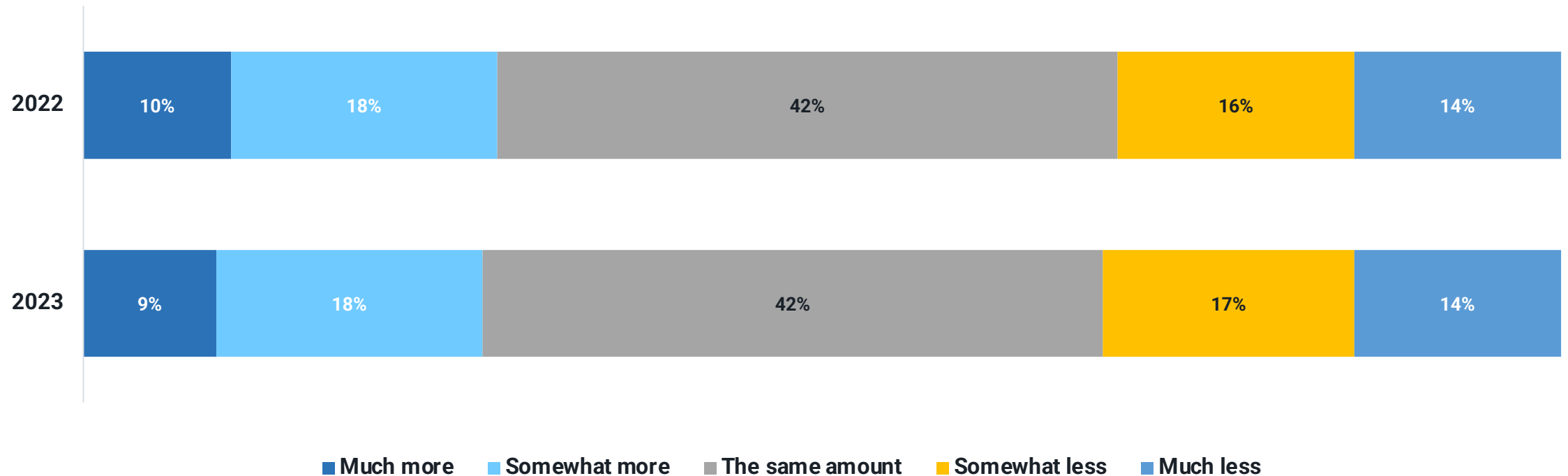
Would you say you're financially better or worse off than before the COVID-19 pandemic?



469,989 responses from 12/21/2020 to 12/31/2022 +/- 1%

Despite a more negative financial sentiment driven by inflation and recession fears, holiday gift spending mirrored that of last year.

Did you spend more or less on holiday gifts compared to the year prior?

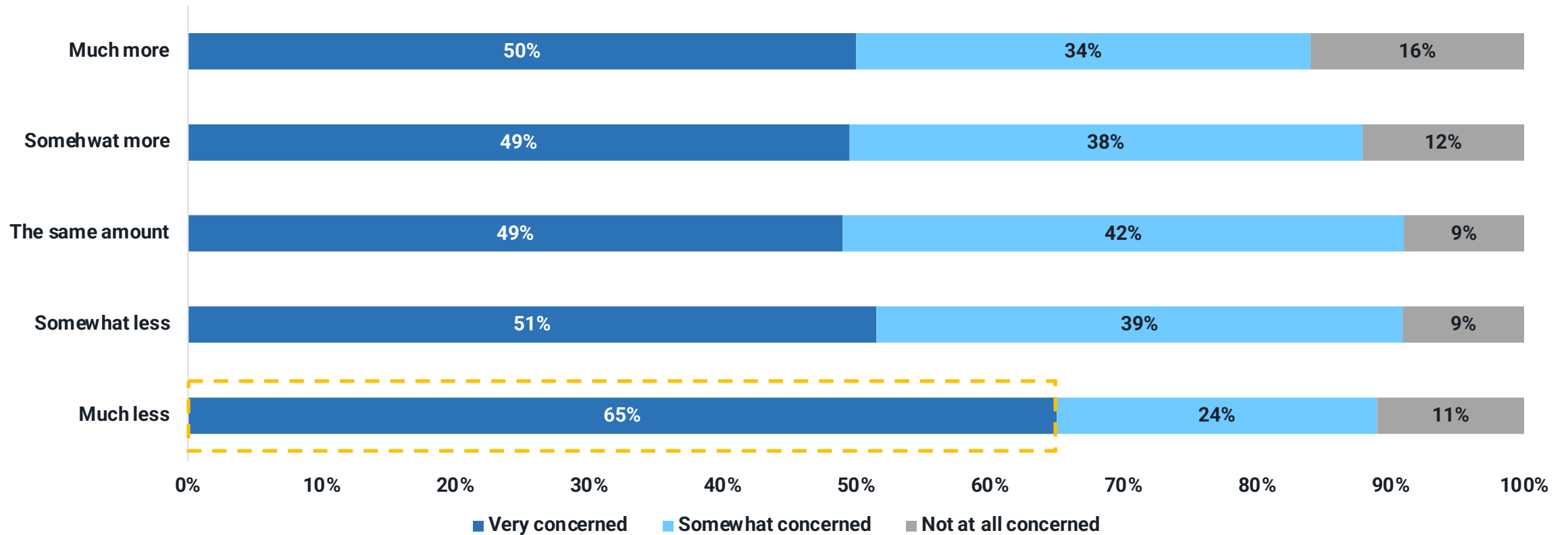


2,837 responses (rebased among holiday shoppers) weighted by US Adults from 1/5/2022 to 1/10/2022 | ± 2%
3,038 responses (rebased among holiday shoppers) weighted by US Adults from 1/9/2023 to 1/11/2023 | ± 3%

Yet, among the 14% that spent much less on holiday gifts this year, 65% are very concerned about inflation.



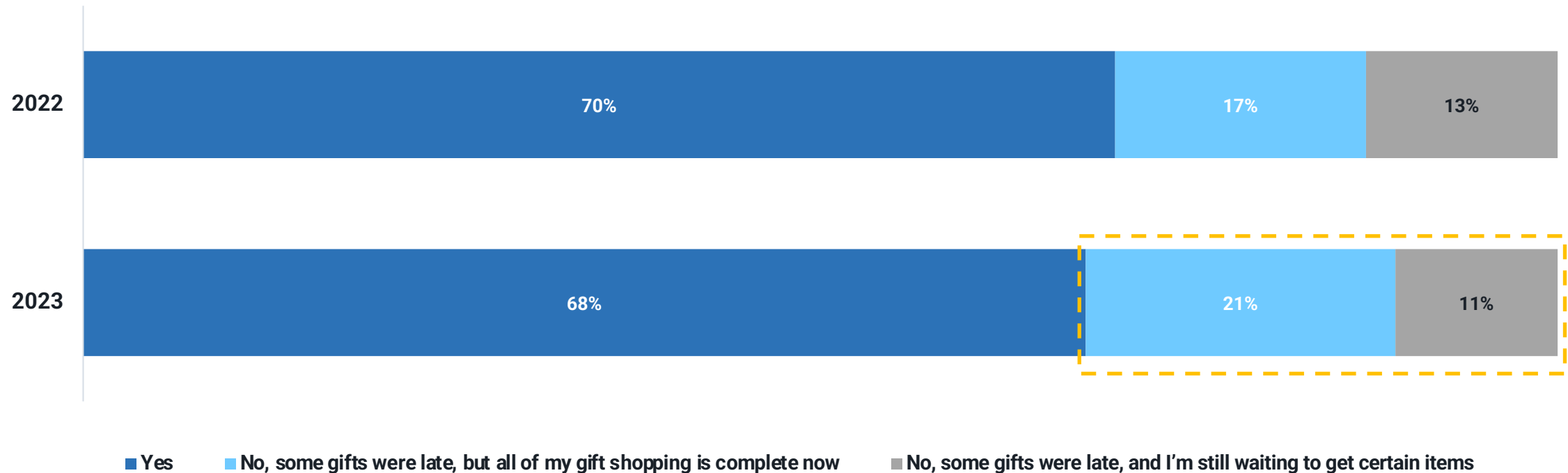
Did you spend more or less on holiday gifts compared to the year prior? compared to *How concerned are you about inflation?*



Supply chain issues, shipping delays, and other holiday headaches continued to disrupt one-third of US consumers' holiday gift exchanges.



Did you end up getting all your gifts in time for the holidays?



2,689 responses (rebased among holiday shoppers) weighted by US Adults from 1/5/2022 to 1/10/2022 | ± 3%
3,280 responses (rebased among holiday shoppers) weighted by US Adults from 1/9/2023 to 1/11/2023 | ± 3%

Background & Methodology



Background

This is the last of a six-part series of reports studying consumers' attitudes and behaviors around the 2022 holiday season.



Methodology

CivicScience leveraged its standard collection methodology (explained in more detail on [the following slide](#)) to capture thousands of responses across dozens of questions—some of which have been collecting for months or years, and others which have only been asked one time for this report.

Because of our proprietary collection methodology, every question and cross-tab has a unique number of responses and date ranges, which are mentioned at the bottom of each slide where response data is shown. Appropriate weighting schemes are also applied to ensure a balanced and representative sample according to US Census figures (age / gender).



The CivicScience Intelligent Polling Platform and Methodology

We've pioneered a new method of "always-on" quantitative online research that can capture representative samples all day, every day.



OUR DATA SOURCING

We source our data through partnerships with hundreds of online and mobile content publishers. For them, the integration of our polls and quizzes improves on-site engagement time and provides audience detail unavailable elsewhere. We aggregate all the response data into our centralized platform.



OUR COLLECTION PROCESS

Our quizzes and polls are non-intrusively embedded in a website's content experience and serve a short set of diverse questions designed to keep respondents engaged. If they choose, respondents can continue to answer a seemingly endless series of fun quizzes and engagement questions as well as custom and syndicated research questions.



OUR RESPONDENTS

Our data is reliable and organic because our polls are 100% voluntary and respondents are kept anonymous, even to us. They enjoy voicing their opinions and seeing aggregate results presented back to them. Because we collect large response volumes on a national scale, we can deliver representative samples that can be segmented and analyzed in many ways.



OUR ANALYTICS

As respondents answer our questions, we store all their answers over time in an anonymous profile. We then use proprietary advanced technology to analyze the data in aggregate and in near real time, cross-tabulating questions to find statistically meaningful correlations for clients to navigate.